CONTRACT

WCAU
10 Monument Road
Bala Cynwyd, PA 19004
(610) 668-5510

www.nbcphiladelphia.com

Contract / Revision	Alt Order #
337125 /	

Product	
Political	

Contract Dates	Estimate #	
09/25/12 - 10/01/12		

Advertiser	Original Date / Revision
MENENDEZ FOR SENATE	09/21/12 / 09/25/12

And:

MESSAGE AND MEDIA
100 ALBANY STREET
NEW BRUNSWICK, NJ 08901

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WCAU	Aaron Zeligson	Philadelphia NS

Special Handling

Demographic
RA35+

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref
42907	16339

*Line		Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N	1	WCAU LUR	09/25/12	09/28/12	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F	-TWTF--	:30	4	$175.00	NM	4	$700.00
N	2	WCAU LUR	09/25/12	09/28/12	6A-7A M-F	6A-7A M-F	-TWTF--	:30	4	$500.00	NM	4	$2,000.00
N	3	WCAU CDR	09/25/12	09/28/12	7A-9A TODAY SHOW	7A-9A M-F	-TWTF--	:30	6	$1,000.00	NM	6	$6,000.00
N	4	WCAU CDR	09/29/12	09/29/12	10-1030A SA OPEN HSE	10-1030A	-----S-	:30	1	$300.00	NM	1	$300.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
1	*WCAU*	*09/29/12-09/29/12*	*10-1030A SA OPEN HSE*	*10-1030A*	-------Sa--	*:30*	~~*$300.00*~~	*NM*
	See MG 4.2							
	PREEMPT-PROGRAM CHANGE							
2	WCAU	09/27/12-09/27/12	4P-5P NBC10 NEWS	4-5P M-F	----Th-----	:30	$300.00	NM
Ⓜ	MG for 4.1 09/29							

*Line		Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N	5	WCAU CDR	09/29/12	09/29/12	6A-7A SATURDAY	6A-7A SA	-----S-	:30	1	$275.00	NM	1	$275.00
N	6	WCAU CDR	09/29/12	09/29/12	7A-9A SATURDAY	7A-9A SA	-----S-	:30	1	$600.00	NM	1	$600.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
1	WCAU	09/29/12-09/29/12	7A-9A SATURDAY	7A-9A SA	-------Sa--	:30	$600.00	NM

*Line		Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N	7	WCAU CDR	09/29/12	09/29/12	9A-10A SATURDAY	9A-10A SA	-----S-	:30	1	$600.00	NM	1	$600.00

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
	Spot 1	WCAU	*09/29/12-09/29/12*	*9A-10A SATURDAY*	*9A-10A SA*	-------Sa--	*:30*		~~$600.00~~	*NM*		
		See MG 7.2 PREEMPT-PROGRAM CHANGE										
	Spot 2	WCAU	09/29/12-09/29/12	7-8A SATURDAY	7A-8A SAT	-------Sa--	:30		$600.00	NM		
		Ⓜ MG for 7.1 09/29										
N	8	WCAU LUR	09/30/12	09/30/12	6A-8A SUNDAY	6A-8A SU	------S	:30	1	$150.00	NM	1	$150.00
N	9	WCAU CDR	09/30/12	09/30/12	8-10A SUNDAY	758A-956A SUND/	------S	:30	1	$475.00	NM	1	$475.00
N	10	WCAU LUR	09/30/12	09/30/12	1130A-12P SUN @ ISSUE	1130A-12P	------S	:30	1	$100.00	NM	1	$100.00
N	11	WCAU LUR	09/30/12	09/30/12	10A-1030A SUN CHRIS MTT	10A-1030A SU	------S	:30	1	$250.00	NM	1	$250.00
N	12	WCAU LUR	09/25/12	09/28/12	3P-4P M-F ELLEN	3P-4P M-F	-TWTF--	:30	4	$350.00	NM	4	$1,400.00
N	13	WCAU LUR	09/25/12	09/28/12	4P-5P NBC10 NEWS	4-5P M-F	-TWTF--	:30	4	$300.00	NM	4	$1,200.00
N	14	WCAU LUR	09/25/12	09/28/12	5-6P NBC10 NEWS @ 5 M-I	5-6P M-F	-TWTF--	:30	4	$400.00	NM	4	$1,600.00
N	15	WCAU CDR	09/25/12	09/28/12	6P-630P NBC10 NEWS	6P-630P M-F	-TWTF--	:30	4	$800.00	NM	4	$3,200.00
N	16	WCAU LUR	09/29/12	09/29/12	6P-630P NEWS SAT	6P-630P	-----S-	:30	1	$475.00	NM	1	$475.00
	Spot 1	WCAU	*09/29/12-09/29/12*	*6P-630P NEWS SAT*	*6P-630P*	-------Sa--	*:30*		~~$475.00~~	*NM*		
		See MG 16.2 PREEMPT-PROGRAM CHANGE										
	Spot 2	WCAU	09/30/12-09/30/12	6P-630P SU NEWS AT 6P	6P-630P SU	---------Sı	:30		$475.00	NM		
		Ⓜ MG for 16.1 09/29										
N	17	WCAU LUR	10/01/12	10/01/12	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F	M------	:30	1	$200.00	NM	1	$200.00
N	18	WCAU LUR	10/01/12	10/01/12	6A-7A M-F	6A-7A M-F	M------	:30	1	$600.00	NM	1	$600.00
N	19	WCAU LUR	10/01/12	10/01/12	7A-9A TODAY SHOW	7A-9A M-F	M------	:30	1	$750.00	NM	1	$750.00
N	20	WCAU LUR	10/01/12	10/01/12	3P-4P M-F ELLEN	3P-4P M-F	M------	:30	1	$325.00	NM	1	$325.00
N	21	WCAU LUR	10/01/12	10/01/12	4P-5P NBC10 NEWS	4-5P M-F	M------	:30	2	$400.00	NM	2	$800.00
N	22	WCAU LUR	10/01/12	10/01/12	5-6P NBC10 NEWS @ 5 M-I	5-6P M-F	M------	:30	1	$500.00	NM	1	$500.00

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N 23	WCAU LUR	10/01/12	10/01/12	6P-630P NBC10 NEWS	6P-630P M-F	M------	:30	1	$650.00	NM	1	$650.00
								Totals			47	$23,150.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	39	$19,325.00	$16,426.25
10/01/12 -10/01/12	8	$3,825.00	$3,251.25
Totals	47	$23,150.00	$19,677.50

Signature: ______________________________ **Date:** ____________________

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